Rep Order#
 9751365
 Ver#
 2
 Status
 Returned
 Traffic Order# 1323623
 Printed:
 08/04/2012 1:37 PM
 1 of 3

 EC'd
 Yes
 Last Received:
 06/15/2012 2:33 PM

**Showing Buylines:** All Lines

Station WPGH-TV PITTSBURGH, PA Age

Advertiser ( ) POLITICAL ISSUE GROU

Product DCCC Estimate# 1192

**Buyer** Maura Gilroy

Phone# Fax# **Agency** ( ) GREAT AMERICAN MEDIA 1010 WISCONSIN AVE NW, SUITE 800

WASHINGTON, DC 20007

**Agency C/P1/P2/E** 11/14/1192

**Flight Dates** 10/30/2012 - 11/06/2012

**Hiatus Weeks** 

Rep Firm

Sales Office ( ) WASHINGTON

**Salesperson** ( ) KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

## --- CONTRACT COMMENT ---

## --- REMARKS ---

PLS SEE LNS 2, 7, 8, AND 15 FOR SPOTS NA DT PRG CHGS.

PLS SEE LN 11 FOR PRG CHG.

PLS ADVISE.

THANKS,

ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	11/04-11/04	10A-11A	FOX NEWS SUNDAY	:30	\$75.00	SU	2	1	2	\$150.00
*2	11/03-11/03	5P-530P Station Re	30 ROCK	:30	\$100.00	SA	1	1	1	\$100.00
3	10/30-11/05	6P-630P	BIG BANG THEORY	:30	\$530.00	TU-F,M	5	1	5	\$2,650.00
4	10/30-11/05	630P-7P	TWO & A HALF MEN	:30	\$530.00	TU-F,M	5	1	5	\$2,650.00
5	10/30-11/05	7P-730P	BIG BANG THEORY	:30	\$900.00	TU-F,M	5	1	5	\$4,500.00
6	10/30-11/05	730P-8P	TWO & A HALF MEN	:30	\$800.00	TU-F,M	5	1	5	\$4,000.00
*7	11/03-11/03	630P-7P Station Re	TWO & A HALF MEN	:30	\$175.00	SA	1	1	1	\$175.00
*8	11/03-11/03	530P-6P Station Re	30 ROCK	:30	\$100.00	SA	1	1	1	\$100.00

Rep Order# 9751365 Ver# 2 Status Returned Traffic Order# 1323623 **EC'd** Yes

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08/04/2012 1:37 PM 06/15/2012 2:33 PM

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Station WPGH-TV PITTSBURGH, PA Advertiser ( ) POLITICAL ISSUE GROU DCCC **Product** 

) GREAT AMERICAN MEDIA Agency ( 1010 WISCONSIN AVE NW, SUITE 800 WASHINGTON, DC 20007

Rep Firm Sales Office ( Salesperson (

) WASHINGTON ) KATHRYN SARDINSKY

2 of 3

Estimate# 1192 Buyer Maura Gilroy Agency C/P1/P2/E 11/14/1192 Flight Dates 10/30/2012 - 11/06/2012

Salesperson Phone#

202-955-5342

Phone#

**Hiatus Weeks** 

Salesperson FAX#

Fax#	CII		matus Weeks			Saic	sperson PAA			
Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
9	11/05-11/05	8P-9P	BONES	:30	\$2,200.00	M	1	1	1	\$2,200.00
10	10/31-10/31	8P-930P	X-FACTOR	:30	\$2,250.00	W	1	1	1	\$2,250.00
*11	11/01-11/01	9P-10P Station Re	TOUCH mark: V2 PLS CHG PRG TO GLEE 1X 11/1 STP	:30 @ NCIR.	\$2,200.00	TH	1	1	1	\$2,200.00
12	11/02-11/02	9P-10P	FRINGE	:30	\$850.00	F	1	1	1	\$850.00
13	11/05-11/05	9P-10P	MOB DR	:30	\$1,800.00	М	1	1	1	\$1,800.00
14	10/30-11/05	10P-1030P	CHANNEL 11 NEWS ON FOX53@10	:30	\$1,000.00	TU-F,M	5	1	5	\$5,000.00
*15	11/03-11/03	10P-1030P Station Re	CHANNEL 11 NEWS ON FOX53@10 mark: V2 1X NA 11/3 DT PRG CHG.	:30	\$1,000.00	SA	1	1	1	\$1,000.00
16	11/04-11/04	10P-1045P	CHANNEL 11 NEWS ON FOX53@10	:30	\$1,000.00	SU	1	1	1	\$1,000.00
17	10/30-11/05	11P-1130P	SEINFELD	:30	\$225.00	TU-F,M	5	1	5	\$1,125.00
18	10/30-11/05	1130P-12A	30 ROCK	:30	\$175.00	TU-F,M	2	1	2	\$350.00
19	11/04-11/04	11P-1130P	BIG BANG THEORY	:30	\$225.00	SU	1	1	1	\$225.00
20	11/04-11/04	12P-1P	NFL ON FOX PREGAME	:30	\$600.00	SU	2	1	2	\$1,200.00
21	11/04-11/04	1P-4P	NFL	:30	\$1,800.00	SU	1	1	1	\$1,800.00
22	11/04-11/04	1P-4P	NFL	:30	\$1,800.00	SU	1	1	1	\$1,800.00

**Rep Order**# 9751365 **Ver**# 2 **Status** Returned **EC'd** Yes

Traffic Order# 1323623

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**Last Received:** 06/ **Showing Buylines:** All Lines

**Printed:** 

Station WPGH-TV PITTSBURGH, PA

Advertiser ( ) POLITICAL ISSUE GROU Product DCCC Estimate# 1192

**Buyer** Maura Gilroy

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1010 WISCONSIN AVE NW, SUITE 800 WASHINGTON, DC 20007

**Agency C/P1/P2/E** 11/14/1192

**Flight Dates** 10/30/2012 - 11/06/2012

**Hiatus Weeks** 

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) KATHRYN SARDINSKY

3 of 3

10%

Salesperson Phone# 202-955-5342

Salesperson FAX#

---REPORT TOTALS---

Report Totals: 49 / \$37,125.00

---SALES MONTHLY TOTALS---

Nov 12: 49 / \$37,125.00 Sales Totals: 49 / \$37,125.00 Station Totals: 49 / \$37,125.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$371,250 CABL 0% KDKA 35% UNKN 0% WPCW 1% WPGH

WPMY 1% WPXI 30% WTAE 23%

Books null
Demos RA35+